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Remarks

The present response is to the Office Action mailed in the above-referenced case on November 06, 2003. Claims 1-18 are pending for examination. Claims 1-18 are rejected under 35 U.S.C. 102(b) as being anticipated by Logue (US 5,935,207) hereinafter Logue.

Applicant has carefully studied the prior art of Logue, and the Examiner's rejections and statements in the instant Office Action. In response, applicant herein provides arguments which clearly distinguish applicant's claimed invention over the reference cited and applied by the Examiner.

The Examiner states that Logue discloses a data-collection system for collecting data about a user comprising a proxy server connected to the data-packet-network for providing user access to the proxy services and for monitoring user access and interaction with those services.

Applicant disagrees with the Examiner's interpretation of Logue. Applicant argues that Logue fails to teach monitoring user access and interaction with proxy services. Logue fairly teaches a proxy service that provides "hit" counts to entities hosting web sites where documents are made available to the proxy service to retrieve for the user. Logue teaches when a document request is received from a client the request processor 410 determines whether to retrieve the document from a local cache, or if not found locally, the request processor 410 requests the document from the appropriate site. Upon receipt of the document processor 410 forwards the document to the client with the response (col. 5, lines 31-42). Further, applicant argues that the system of Logue is only able to provide "hit" counts based on client request. Logue has absolutely no facility to monitor and report the client's interaction at remote sites (col. 6, lines 14-23).

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Applicant points out that because the processor 410 of Logue actually does the navigation and retrieval, Logue not only fails to teach monitoring the interaction of the client, but actually teaches away from the claimed limitation.

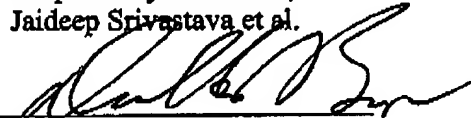
Applicant's invention teaches a system and method that empowers a company to automatically collect data about users either directly or indirectly (through proxy services) whereby the collected data reflects user activity, history, and behavior associated with a plurality of disparate Web-sites (interaction). Such a method enables a company to create dynamic user profiles that are multifaceted and therefore more valuable in the marketplace.

Applicant believes that the art of Logue falls short of anticipating applicant's claimed invention. Therefore, claims 1 and 13 are patentable over the art of Logue. Claims 2-12 and 14-18 are patentable on their own merits, or at least as depended from a patentable claim.

As all of the claims argued above have been clearly shown to be patentable over the prior art presented by the Examiner, applicant respectfully requests that the rejection be withdrawn, and that the case be passed quickly to issue. If any fees are due beyond fees paid with this amendment, authorization is made to deduct those fees from deposit account 50-0534. If any time extension is needed beyond any extension requested with this amendment, such extension is hereby requested.

Respectfully submitted,
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by



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